

ORDER



Orders
Order / Rev: 169527
Alt Order #:
Product Desc: 10/26-11/3 additional order
Estimate:
Flight Dates: 10/26/12 - 11/04/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: GENERAL

KOB

Primary AE: Olivia Lawrence
Sales Office: KOB
Sales Region: Local

Agency
Name: Karen Montoya for PRC
Buying Contact: Mark Fleisher
Billing Contact:
 1504 Clancy NE
 Albuquerque, NM 87112

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Karen Montoya for PRC
Demographic: A25-54
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 06/02/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	2	\$375.00	\$318.75
10/29/12	11/03/12	15	\$1,415.00	\$1,202.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$375.00	\$318.75	0.00
November 2012	15	\$1,415.00	\$1,202.75	0.00
Totals	17	\$1,790.00	\$1,521.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KOB	33%	\$1,790.00
Market	100%	\$5,424.24

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

KOVT	0%	\$0.00
KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	67%	\$3,634.24

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Order / Rev: 169527

Alt Order #:

Flight Dates: 10/26/12 - 11/04/12

Advertiser: Karen Montoya for PRC

Product Desc: 10/26-11/3 additional order

Estimate:

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/26/12	11/04/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p -----	:30	0	\$75.006		0.00	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1		\$75.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5		\$75.00			0.00			
2	All	10/26/12	10/28/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p ----F--	:30	1	\$300.006		0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1		\$300.00			0.00			
3	All	10/29/12	11/04/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a MTW----	:30	3	\$125.004		0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTW----		3		\$125.00			0.00			
4	All	10/29/12	11/04/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a ---TF--	:30	2	\$150.006		0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2		\$150.00			0.00			
5	All	10/29/12	11/04/12	Saturday Today Saturday Today	CM	Sa 5a-7a -----S-	:30	1	\$40.007		0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1		\$40.00			0.00			
6	All	10/29/12	11/04/12	News 4 Weekend Sat 7a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a -----S-	:30	2	\$50.007		0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2		\$50.00			0.00			
7	All	10/29/12	11/04/12	News 4 Special Sa 5p-530p News 4 Special Sa 5p-530p	CM	Sa 5p-530p -----S-	:30	1	\$150.006		0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1		\$150.00			0.00			
N 8	All	10/29/12	11/04/12	News 4 Special Sa 530p-6p News 4 Special Sa 530p-6p	CM	Sa 530p-6p -----S-	:30	1	\$75.007		0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1		\$75.00			0.00			

*Tax 1 Note: ABQ 7%.

Totals 17 \$1,790.00